AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of the claims in the application.

1. (Currently Amended) A machine-based method for price decision support user-interface method for use with a model that generates optimal price markdown scenarios for items of commerce, the user interface method comprising

using a the model to generate, automatically, an optimal price markdown scenario for a plurality of items of commerce, the optimal markdown scenario comprising recommendations for optimal markdown prices for each of the plurality of items of commerce, and being based on a predefined objective function and on a predefined automatic analysis, generated from historical information about demand behavior associated with prices of the plurality of items of commerce in accord with the relationship

$$S(t) = N_o * N_c * t^\lambda * \left[e^{-(t/t_{pk})^\alpha} + C \right]$$

where, S(t) represents gross sales revenues of the item(s) for which optimal markdown prices are being generated,

t is time;

N_0 is a curve fitting parameter;

N_c is a demand multiplier representing an increase in sales that occurs when price is reduced;

t_{pk} is a time of peak sales;

α and Υ are curve fitting constants; and

C is a residual sales rate at large values of t.

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displaying to a user, via a graphical user interface, a table showing the optimal price markdown scenario generated by the model, the table having rows, each of which identifies a respective item items of commerce or group groups of items of commerce and which shows, for that respective item or group of items, a check-mark column for the user to indicate acceptance of a recommended markdown price, a status column that indicates a markdown status for the respective item or group of items, a column that shows an id for the respective item or group of items, a recommended marked-down price column, a marked-down price column that represents the price to which the respective item or group of items will be marked down, a current price column, and a cost of markdown column, markdown information therefor, the markdown information including a markdown price and an impact of that markdown price;

having the user input, via the graphical display interface, proposed modifications to the markdown scenario shown in the table,

displaying to the user, via the graphical user interface, an updated table showing an impact of the user-proposed modifications to the optimal price markdown scenario, the updated table having rows each of which identifies a respective item items of commerce or group groups of items of commerce and which shows, for that respective item or group of items, a check-mark column for the user to indicate acceptance of a recommended markdown price, a status column that indicates a markdown status for the respective item or group of items, a column that shows an id for the respective item or group of items, a recommended marked-down price column, a marked-down price column that represents the price to which the respective item or group of items will be marked down, a current price column, and a cost of markdown column, markdown information therefor, the markdown information including a markdown price and an impact of that markdown price.

2. (Previously Presented) The method of claim 1 in which the updated table shows an impact of the user-proposed modifications on any of sales dollars, gross profit, or time when out of stock will occur.

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3. (Previously Presented) The method of claim 1 in which the step of having the user input proposed modifications includes having the user specify a markdown price in place of a markdown price determined by the model.

4. (Previously Presented) The method of claim 1 in which the step of having the user input proposed modifications includes having the user reject one or more of the proposed markdowns.

Claims 5 – 6 (cancelled).

7. (Previously Presented) The method of claim 1 in which the step of having the user input proposed modifications includes permitting the user to control execution of the step of displaying the updated table, thereby, permitting user interaction with the displayed information prior to committing to executing markdowns.

8. (Currently Amended) The method of claim 1 in which ~~the displaying step includes displaying~~ ~~the information about proposed markdowns includes~~ composite information about the total impact of ~~a markdown scenario or user input proposed modifications thereto.~~ ~~the~~ ~~markdowns.~~

9. (Currently Amended) The method of claim 1 in which the ~~rows of the table display~~ ~~information about items of commerce or groups of items of items of commerce~~ ~~information about proposed markdowns is displayed~~ at a level selected by the user.

10. (Previously Presented) The method of claim 9 in which the level comprises individual items, or items that belong to a style of one or more items of commerce, or subdivisions or division of a commercial operation.

Claims 11 – 12 (cancelled).

13. (Currently Amended) The method of claim 1 in which the ~~displaying step includes~~ ~~displaying information about proposed markdowns comprises~~ a forecast of financial outcomes by time period with respect to one or more of the items of commerce.

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14. (Original) The method of claim 13 in which the financial outcomes include sales, inventory, or margin.

15. (Currently Amended) The method of claim 1 in which the displaying step includes displaying information about proposed markdowns comprises a what-if analysis that predicts financial outcomes based on user indicated markdowns in a succession of time periods.

16. (Original) The method of claim 15 in which the financial outcomes include sales, inventory, or margin.

Claims 17 – 18 (cancelled).

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